

Message Text

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PAGE 01 BRASIL 01406 251139Z
ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-08 /019 W
-----039724 260127Z /64
R 242010Z FEB 78
FM AMEMBASSY BRASILIA
TO SECSTATE WASHDC 6218
INFO AMCONSUL RIO
SAO PAULO 287

LIMITED OFFICIAL USE BRASILIA 1406

EO 11652 NA
TAGS BEXP BR
SUBJECT: UNDER SECRETARIAL TASK FORCE ON US FOOTWEAR INDUSTRY
MARKET RESEARCH REQUEST

REF: STATE 043952

1. BECAUSE OF ITS SERIOUS BALANCE OF PAYMENTS PROBLEM, THE GOB HAS TAKEN OVER THE LAST SEVERAL YEARS A SERIES OF MEASURES DESIGNED TO REDUCE IMPORTS AND OTHER SOURCES OF FOREIGN EXCHANGE OUTFLOW. AMONG THESE MEASURES WAS A COMMUNIQUE ISSUED IN FEBRUARY 1976 LISTING A BROAD RANGE OF NON-ESSENTIAL GOODS FOR WHICH IMPORT LICENSES WOULD NO LONGER BE ISSUED. THIS LIST COVERS MOST CONSUMER GOODS, INCLUDING ALL CATEGORIES OF CLOTHING AND FOOTWEAR.

2. WHILE BRAZIL'S FOREIGN TRADE BALANCE WAS IN ROUGH BALANCE IN 1977 (IN LARGE PART DUE TO THE ABOVE-MENTIONED IMPORT RESTRICTION), THERE IS GREAT UNCERTAINTY ABOUT BRAZIL'S FOREIGN TRADE PROSPECTS FOR 1978. THUS IT IS UNLIKELY THAT ANY SIGNIFICANT RELAXATION OF THE IMPORT RESTRICTIONS WILL BE MADE OVER THE FORESEEABLE FUTURE. IF ANY RELAXATIONS ARE MADE, THEY WILL PROBABLY RELATED TO CAPITAL GOODS OR ESSENTIAL RAW MATERIALS RATHER THAN CONSUMER GOODS. WE THEREFORE SEE NO POSSIBILITY OF PROVIDING "CONVINCING EVIDENCE" TO AMERICAN FOOTWEAR MANUFACTURERS THAT A MARKET FOR THEIR
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PRODUCTS IS LIKELY TO EXIST IN BRAZIL.

3. IN VIEW OF THE SITUATION DESCRIBED ABOVE, WE STRONGLY RECOMMEND THAT NO MARKET RESEARCH ON FOOTWEAR BE PERFORMED IN BRAZIL AT THIS TIME. NOT ONLY WOULD IT BE CLEARLY FUTILE, BUT IT WOULD GIVE RISE TO SPECULATION IN THE BRAZILIAN SHOE INDUSTRY AND WITHIN THE GOB AS TO THE USG'S INTENTIONS.

CRIMMINS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 24 feb 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 20 Mar 2014
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Format: TEL
From: BRASILIA
Handling Restrictions: n/a
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Litigation History:
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Subject: UNDER SECRETARIAL TASK FORCE ON US FOOTWEAR INDUSTRY MARKET RESEARCH REQUEST
TAGS: BEXP, BR
To: STATE
Type: TE
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